

Fair Advisory Board MINUTES

Wednesday, March 26, 2025
7:00 p.m.

Fair Advisory Board Members

Kylene Anderson, Lindsay Baneck, Tracy Brandel, Joy Brattlie, Kevin Doherty, Robert Ganzow, Brad Gefvert, LaVern Georgson, Angie Greving, Jessica Hansen, Ryan Isaacsen, Leah Mindemann, Carie Pellmann, Heather Reu, Jim Schroeder, Ashley Sinkula, Kim Turner, Jerry Wilcenski, Dave Zimmerman

1. Call to Order

- Schroeder called the meeting to order at 7:04 p.m.

2. Roll Call

- Members present: Dave Zimmerman, Ryan Isaacsen, Leah Mindemann, Jim Schroeder, Lindsay Baneck, Brad Gefvert
- Members attending virtually: Joy Brattlie
- Others present: Becky Roberts

3. Certification of Compliance with Open Meetings Law

- Schroeder confirmed compliance with the Open Meetings Law.

4. Approval of Minutes from February 26, 2025

- No action, based on no quorum

5. Public Comment

- No public comments

6. Review of March 13 Fair Park Committee Meeting

- Roberts summarized key discussions from the Fair Park Committee Meeting, including final notes on Demo Derby and Tractor/Truck Pulls, Bird Flu monitoring, building and land acquisition possibilities, and the agreements with non-profits for two food buildings at the Fair Park.

7. Fair-Related Events Update

- Roberts reported that no upcoming Fair-related events are scheduled.

8. 2025 Fair Planning Discussion

- Kidz Zone
 - Baneck his working to secure Ambassadors for the Zone.
- Coloring Adventure
 - We are receiving coloring art submissions regularly.
- Poster Contest
 - Final was selected and announced.
- Community Stage
 - Good progress to fill in the schedule, some interest. Some to build on for next year.
- Auction
 - No report at this time.
- Farmer's Olympics
 - No report at this time.
- Heart of the Park
 - Plans remain in place for Farm Truck, Tractor, and Classic Car days.
 - We have secured Jefferson Speedway for Friday.
- Ticketing/Gates
 - Gate shifts and flow has been established. Currently making the application process for both staff and volunteer groups to launch in the next 2 weeks.
- Entertainment
 - Roberts shared to point individuals with questions about the entertainment line up to a Blog post on the Fair Website. More blogs to come in the near future.
- Other Items
 - No other items at this time.

9. Old Business

- Awards
 - Coordination with Animal superintendents is going well.
- Judges
 - All judges have been confirmed.
- Vendors
 - Vendors are coming in fairly well, with a lot of food truck interest.
- Website Launch
 - Two separate websites went live on March 4th. Much updating to do, as it's a work in progress, but exciting to have the concentrated platform for each aspect of business.
- Marketing Plan
 - Rogers shared she will be leaning on this board for assistance and support to distribute yard signs.

10. New Business

- Shared that the Fair Park team has begun their logistics meetings to ensure we have considered the full operational needs (portable restrooms, trash, gates, etc.)

11. Next Meeting

- Scheduled for April 23, 2025, at 7pm location TBD, as it is car show week at Fair Park

12. Adjournment

- Adjourned by Jim Schroeder, as there was no quorum.

Respectfully submitted

Becky Roberts

Fair Park Director

Jefferson County Fair Park